

# ABSTRACT

The invention relates to a method of producing adhesive die-cut articles with internal cut-outs **3** from an endless web **1**, the web having a carrier layer **4**, at least one adhesive layer **5** and, if appropriate, a matrix layer **6**, and to a die-cut article produced by the method. In order to produce a die-cut article with an internal cut-out **3** whilst avoiding the use of a hollow punch, the contour **17** of the internal cut-out **3** and the external contour **10** of the respective die-cut article are die-cut out of the adhesive layer **5** and, if appropriate, the matrix layer **6** one after another, the external contour **10** not having any common point with the die-cutting line of the internal cut-out **3**, the carrier layer **4** with the die-cutting residues from the internal cut-out **3** being pulled off over a pull-off edge, and the remaining web being transferred to a protective film **8** (FIG. 1).